

# **HARNESSING THE WINDS OF**

## **STRATEGIES FOR THE 21st CENTURY**

**INFORMATION**

**INDUSTRY**

**ASSOCIATION**

**TWENTY-FIFTH**

**ANNIVERSARY**

**CONVENTION**

**&**

**GLOBAL**

**CONGRESS**

**1993**

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## TWENTY-FIFTH

## ANNIVERSARY

## CONVENTION

## &

## GLOBAL

## CONGRESS

## PLANNING

## COMMITTEE

Joachim C. Bartels, 1993 General Convention Chair and *Senior Vice President, Planning & Development*, Dun & Bradstreet Information Services  
Barbara A. Munder, 1993 Convention Program Chair and *Senior Vice President, Executive Assistant to the Chairman*, McGraw-Hill, Inc.  
Cynthia Braddon, *Vice President*, Washington Affairs, McGraw-Hill, Inc.  
Herb Brinberg, *President*, Parnassus Associates International  
Paul Earl, *President*, Emerging Technology Applications  
Margaret T. Fischer, *Vice President, Electronic Information Practice*, LINK Resources Corporation  
Maureen Fleming, *President*, Digital Information Group and *Editor*, Information Industry Bulletin  
James G. Kollegger, *Chairman & CEO*, Genesys Partners, Inc.  
Donald L. McLagan, *President*, Desktop Data, Inc.  
Peggy Miller, *Associate General Counsel*, Prodigy Services Company  
Peter D. Nalle, Morgan-Rand, Inc.  
Steven K. Sieck, *Vice President*, Electronic Services, LINK Resources Corporation  
Charles W. Stryker, Ph.D., *Chairman*, Marketing Information Systems User Forum  
Tom Thompson, *Manager, Issues Management/Business Development, Public Policy*, U S WEST Communications, Inc.  
Donna S. Willmann, *Senior Director U.S. Sales*, DIALOG Information Services, Inc.  
H. Donald Wilson, *Chairman*, ConQuest Software, Inc.

## WORLD

## FINANCIAL

## INFORMATION

## CONFERENCE

## PLANNING

## COMMITTEE

W. Leo McBlain (*Chair*), *Vice President*, ADP Brokerage Information Services Group  
Robert E. Books, *Vice President-Special Projects*, Bridge Data Company  
NormaJean Cohn, *Director-Customer Services Centers*, Quotron Systems, Inc.  
Clive N. Gershon, *Managing Director*, London Stock Exchange—North America  
Steven G. Goldberg, *Product Specialist*, Telekurs (North America) Inc.  
Robert Gordon, *Manager*, Salomon, Inc.  
Thomas E. Haley, *Vice President-Market Data*, New York Stock Exchange, Inc.  
John Kissane, *Database Manager*, Knight-Ridder Financial/Americas, Inc.  
Terrence F. Martell, *Center for Study of Business & Government*, Baruch College  
Stephen P. Schour, *Director*, Reuters America, Inc.



**TWENTY-FIFTH  
ANNIVERSARY  
CONVENTION**

**&**

**GLOBAL  
CONGRESS**

*Harnessing the*

*Winds of Change:*

*Strategies for*

*the 21st Century*

**October 17-21, 1993**

**Renaissance Hotel**

**Washington, DC**

**USA**

When the Information Industry Association was formed 25 years ago, the times in which we live today were almost unimaginable.

Back in 1968, few could have foreseen how the stunning technological advances of the future, combined with the brilliant ideas of true visionaries, would transform our industry and the world, *making information the most powerful resource of modern times and the tool by which the global society is shaped.*

*Yet changes are now taking place that will dwarf everything we've known in the past: sweeping in scope, revolutionary in their impact and breathtakingly fast, creating new opportunities to be seized and new threats to our survival.*

**Customers are changing.** They want information to solve, not create problems—to facilitate their own capacity to manage and direct change that improves their lives and businesses. And they're driving change throughout our industry by demanding—and getting—the content, access and distribution they want. Are you ready to respond? Are you ready for what's next?

**Markets are changing.** Traditional business markets are reaching the saturation point, but vast new markets of business end users and consumers beckon. The old interfaces and models won't work for new users who want easy-to-use and more customized services. Which companies will lead the way in penetrating the global markets of the future? And do you have what it takes to be among them?

**Technology is changing.** Global information highways, client servers, graphical user interfaces, LAN/WAN delivery, open systems architecture, multimedia, PDA's—all are a reality today, yet seemed impossible a few short years ago. How will you make the technological transitions without jeopardizing your company's survival?

**Companies are changing.** Restructuring, revamping, reevaluating old formulas are leading to new partnerships, new operating methods and significant new risks. Which relationships will be key to your strategic advantage? Who are your next competitors and what will they do?

**Government is changing.** In Washington, the new Administration recognizes information and technology as key drivers of the economy. What will this mean for government's stand toward our industry—Collaboration? Competition? Confrontation? Will there be greater regulation in the name of privacy—or greater incentives to reach new markets?

**And your strategies must change, too.** To succeed in the 21st century, you must rethink the fundamentals of your business. Forge new alliances. Connect with your customers. Strip away the distractions to focus on the realities. And harness change to your advantage—*now*—before it engulfs you.

By providing the critical access to information that determines the choices people make, our industry is poised to lead the formation of the world to come. That's why this year, more than ever before, you can't afford to miss the Information Industry Association's 25th Anniversary Convention and Global Congress, October 17-21 in Washington, DC.

**TWENTY-FIFTH**

**ANNIVERSARY**

**CONVENTION**

**&**

**GLOBAL**

**CONGRESS**

**PROGRAM**

**AT**

**A**

**GLANCE**

## **ANNUAL CONVENTION HIGHLIGHTS**

**Business Strategies Track:** Discover the new models and innovative approaches needed to meet the demands of new and more sophisticated customers. Sessions will explore keys to successful strategic alliances, distribution issues, and new ways to gain competitive advantage.

**Technology Track:** Explore the migration strategies of major information contenders in business, professional and consumer markets. Sessions will cover new channels for delivering information and how leading companies are balancing investments in new technology with maintaining existing sources of revenue and defending their turf against competitors.

**Users Track:** Find out how innovative financial, corporate, and marketing information users are working with information providers and vendors to expand and enhance the use of information services. Real-life case studies will show how user/industry partnerships are evolving to serve customers needs for content, access, and distribution.

**Optical Publishing Track:** Find out how electronic publishers are successfully developing new optical products, training sales forces to market CD-ROMs, and integrating optical products into a print and online environment.

**Global Business Development Track:** Learn the practical aspects of doing business in specific markets around the world. Sessions will focus on opportunities for and barriers to information business growth in Europe, the Pacific Rim, and Spanish language markets, as well as partnering possibilities and the role of governments in promoting information business expansion.

**Public Policy Track:** Several sessions throughout the program will incorporate public policy issues that are making a dramatic impact on the information industry, such as development of a national telecommunications infrastructure, copyright questions, privacy concerns, access to government data and protection from unfair government competition.

***Join industry and government leaders in an exclusive, first-ever***

#### **TOWN MEETING ON THE INFORMATION AGE**

The evolving information and telecommunications services of today are the tools we'll use to expand the quality of our lives—to educate, inform, entertain, communicate and build new types of relationships that are far-reaching in scope and pervasive in their impact.

They also challenge society with the essential responsibility of ensuring that the information revolution remains a boon, not a bane, to mankind. Invasion of privacy, issues of access, economic inequities and concerns over fairness are just a few of the issues to address as we lead society into the global information economy.

IIA will sponsor the first Town Meeting bringing together public and private sector leaders to discuss the roles and responsibilities of business, government, educators, entertainment, the media, and citizens in the emerging information society.

#### **IIA'S NINTH ANNUAL DEAL-MAKING SESSION**

An IIA tradition designed to showcase individual companies interested in exploring joint ventures, developing marketing arrangements and creating business deals . . . expanded this year to include international company presentations!

#### **HALL OF FAME AWARD**

Each year, IIA presents the Hall of Fame Award to an information industry executive who, through a single achievement or overall contributions, has significantly enhanced the integrity and the progress of the industry. The 1993 recipient of this distinguished honor will be announced at the 25th Anniversary Celebration Gala.

#### **IMMY AND PRODUCT ACHIEVEMENT AWARDS**

IMMYs recognize excellence in marketing and promotion of products. Product Achievement Awards honor outstanding electronic and print information products and services introduced in the past year.

#### **IIA ANNUAL BUSINESS MEETING**

The Association's leadership will review 1993 achievements and plans for 1994. Election of the 1994 Board of Directors will follow, with an open forum on IIA's plans and activities.

#### **... AND MORE**

### **SMALL & EMERGING BUSINESS PROGRAM**

Learn how nimble companies are using speed and responsiveness to overcome size and resource disadvantages. Sessions will use interactive problem-solving techniques to examine how smaller enterprises can capitalize on changing market conditions to compete and win.

### **THE WORLD FINANCIAL INFORMATION CONFERENCE**

Developed by IIA's Financial Information Services Division, this event brings exchanges, financial information vendors, news organizations, and market data users from around the world together to deal with the critical issues related to the dissemination and use of financial information.

### **PUBLIC POLICY GLOBAL FORUM**

Top level public and private sector representatives will debate issues centered on copyright protection, privacy, government competition, and the development of national and international transmission networks.

### **IP/TELCO BUSINESS DEVELOPMENT FORUM**

Sponsored by IIA's Voice Information Services Division, this special program offers an opportunity for interaction and the development of business relationships among information providers and telecommunications companies.

### **GLOBAL ALLIANCE OF INFORMATION INDUSTRY ASSOCIATIONS (GAIIA)**

Representatives from information industry associations around the world will hold their sixth annual meeting to continue their efforts to shape the local/global information marketplace.

### **SPECIAL PROGRAM ON THE INTERNATIONALIZATION OF THE INFORMATION INDUSTRY**

Organized by the American Society for Information Science (ASIS) and the International Federation for Information and Documentation (FID), this program offers an overview of the policy, legal, regulatory and market development challenges faced by information professionals in an increasingly global marketplace.

### **GLOBAL INFORMATION BROKERS MEETING**

This program has been developed to provide a global platform for information exchange among brokers, vendors and academia. Case histories will provide examples of global linkages and illustrate the need for successful technological innovations to enter new markets.



**Twenty-Fifth Anniversary Convention & Global Congress  
1993 ANNUAL CONVENTION PROGRAM**

**SUNDAY, OCTOBER 17, 1993**

4:15pm-6:00pm

**Ninth Annual Deal-Making Session**

An IIA tradition. The Annual Deal-Making Session spotlights individuals and companies interested in initiating and cementing business relationships during the course of the Annual Convention.

6:00pm-7:00pm

**Opening Reception**

**MONDAY, OCTOBER 18, 1993**

7:00am-8:30am

**IIA Division & Council Breakfast Meetings**

8:30am-9:00am

**25th Anniversary Convention & Global Congress  
Welcome**

Kenneth B. Allen, *President*, Information Industry Association

Joachim C. Bartels, *1993 General Convention Chair and Senior Vice President, Planning & Development*, Dun & Bradstreet Information Services

Barbara A. Munder, *1993 Convention Program Chair and Senior Vice President, Executive Assistant to the Chairman*, McGraw-Hill, Inc.

9:00am-10:00am

**Opening Keynote Address**

10:00am-Noon

**Plenary Session: The Business Realities of Internet**

The plenary session begins with a frank and fascinating demonstration of the current Internet technology followed by a no-holds-barred discussion of its impact on information companies. The debate will examine the issues of greatest concern to data providers—access, privacy, payment and control mechanisms, business relationships, and intellectual property rights—to identify how information providers and vendors can participate fully in the evolving international information infrastructure.

John Gage, Sun Microsystems, Inc. *invited*

Stephen L. Haynes, *Manager, WESTLAW Research & Development*, West Publishing Company

Robert A. Simons, *General Counsel*, DIALOG Information Services, Inc.

Allan H. Weis, *President & CEO*, Advanced Network & Services, Inc.

Richard Newman, *Vice President, Technology and Chief Information Officer*, International Thomson Publishing

Noon-2:00pm

**Exhibit Hall Grand Opening & Luncheon**

**CONCURRENT SESSIONS**

2:00pm-3:15pm

**Technology Track: Bursting With Opportunity:  
Platforms for the Future**

This session provides a framework for understanding and evaluating the business opportunities associated with new platforms using high bandwidth technology and higher capacity devices for receiving and interacting with information services in the 90's.

Moderator: Peggy Miller, *Associate General Counsel*, Prodigy Services Company

Mark Coblitz, *Vice President, Strategic Planning*, Comcast Corporation

James McMillan, *Manager of Personal Communications*, IBM Corporation

David Waks, *Director, Systems Strategy and Technology*, Prodigy Services Company

Bernell Wright, *Vice President, Strategic Alliances*, Citibank Technology Office

**Business Strategies Track: The Business Realities  
of Information Redistribution**

A discussion of the usage, marketing, product development, and legal implications of distributed processing technology and local area networks on the business practices and redistribution strategies of information providers and vendors.

Moderator: Margaret T. Fischer, *Vice President*, *Electronic Information Practice*, LINK Resources Corporation

Eric Bradshaw, *Director of Sales, Database Publishing*, Dow Jones & Company, Inc.

Kathleen D. Gill, *Vice President & Executive Editor*, The Bureau of National Affairs, Inc.

Katherine D. Roome, *Vice President & Associate General Counsel*, McGraw-Hill, Inc.

Robert Schnitzer, *Vice President, Global Information Delivery*, Bankers Trust Corporation

**Public Policy Track: Government Information**

The new Administration is a strong advocate for the construction of an advanced national information infrastructure. This policy encourages private sector initiatives, but also calls for the Government to develop and produce more information resources for the nation.

This session will review how government seeks to create and distribute information products faster, better, and for broader audiences. Learn from the experts about these trends and what they mean about the Government's ability and desire to become your competitor.



## CONCURRENT SESSIONS

3:45pm-5:00pm

### **Technology Track: Information Wars: Strategic Use of Technology to Capture New Information Markets**

An illustration of how companies must migrate from old to new information technologies to capture new markets as well as defend existing ones. The focus is on the impact of new technologies such as client servers, LAN/WAN delivery, optical media, the Internet, and multimedia on business strategy.

Moderator: **James G. Kollegger**, *Chairman & CEO*, Genesys Partners, Inc.

**Jack Blount**, *Corporate Vice President, Strategic Relations*, Novell Corporation

**Richard Harrington**, *President & CEO*, Thomson Professional Publishing Group

**Steven Solazzo**, *Director of Multimedia*, IBM Corporation

**Patrick J. Tierney**, *President & CEO*, DIALOG Information Services, Inc.

### **Business Strategies Track: Changing Sources of Competitive Advantage: Finding New Ways to Add Value**

In addition to just producing information and providing access, what are companies doing to enhance their products, retain customers and distinguish themselves in an increasingly competitive digital marketplace?

Moderator: **Peter D. Nalle**, Morgan-Rand, Inc.

**Stephen W. Craig**, *President*, Prentice-Hall Legal & Financial Services

**Lawrence H. Day**, *President & CEO*, Investment Dealers' Digest, Inc.

*Speaker to be announced*

### **Users Track: The Corporate Information Users' Perspective**

As corporate customers increasingly create and control internal environments, they are demanding more from our industry than the simple delivery of product. These case studies offer a fresh perspective on how the industry can work with corporate customers to enrich end-user access and get more value from information products and services.

Moderator: **Donna S. Willmann**, *Senior Director, U.S. Sales*, DIALOG Information Services, Inc.

**Robert M. Cohen**, *Vice President*, Information Technology, Astra/Merck Group of Merck & Co., Inc.

**Barbara Denton**, *Manager of Library Services*, Strategic Information Services, Sematech

**Sandra L.R. Hamilton**, *Associate Director*, Johnson & Johnson Development Corporation

5:00pm-6:00pm

### **Reception in the Exhibit Hall**

6:00pm-7:30pm

### **Reception at the Canadian Embassy**

Sponsored by Southam, Inc.

## **TUESDAY, OCTOBER 19, 1993**

7:00am-9:00am

### **IIA's Division & Council Breakfast Meetings**

9:00am-10:15am

### **Keynote Address**

**Yoshinori Okuda**, *Executive Vice President & Editor-in-Chief*, Nihon Keizai Shimbun Editorial Headquarters for the Americas *invited*

10:30am-Noon

### **Users Plenary: Building Enterprise-Wide Partnerships**

Selling products and services internally throughout an organization means that information companies must rethink their market strategies. This plenary offers insights on techniques for negotiating through a complex lattice of territorial prerogatives and personalities—including the corporate librarian, information intermediary, and MIS director—in order to reach the end user effectively.

Moderator: **Herb Brinberg**, *President*, Parnassus Associates International

**Craig D. Goldman**, *Senior Vice President & Chief Information Officer*, Chase Manhattan Bank, N.A.

**Janet S. Reed**, *Vice President, Information Services*, Continental Bank

**June Rokoff**, *Senior Vice President of Development*, Lotus Development Corporation

*Speaker to be announced*

Noon-2:00pm

### **Luncheon Keynote Address**

**Victor A. Pelson**, *Group Executive & President*, Communication Services, AT&T

## CONCURRENT SESSIONS

2:00pm-3:15pm

### **Technology Track: Strategies to Capture Consumer Markets**

This session looks at the convergence of applications and technologies being designed to serve consumer markets. Panelists will debate the technological, product and investment strategies information companies need to expand into the consumer market.

Moderator: **Tom Thompson**, *Manager, Issues Management/Business Development, Public Policy*, US WEST Communications, Inc.

**Thomas Grieb**, *General Manager, Mainstreet Project and Director, Interactive Services*, GTE Corporation

**Ann Phillips**, *Director, Corporate Affairs*, American Personal Communications

**Eugene F. Quinn**, *General Manager*, Chicago Online  
*Speaker to be announced*, Time Warner, Inc.

### **Business Strategies Track: Forging and Fostering Successful Strategic Alliances**

Industry collaboration and strategic alliances are becoming a business necessity. Learn how and why companies with complementary content, technology and distribution channels are partnering to share risks, leverage distribution, and develop more complete and better integrated products and services.

Moderator: **Steven K. Sieck**, *Vice President, Electronic Services*, LINK Resources Corporation

**John A. Cole**, *Director, Strategy & Corporate Development*, Mead Data Central, Inc.

**Robert D. Lynch**, *Vice President & Director*, Primis, McGraw-Hill, Inc.

**Len Smith**, *Vice President, Product Development*, TV Answer, Inc.

### **Users Track: The Information Requirements of U.S. and International Market Data Users**

Financial markets have traditionally set trends for the information industry as a whole. These case studies emphasize how firms use real-time market data and other information services. The session will examine the need for new business models in the context of user issues such as information entitlements and the implications of local area and wide area networks on information dissemination.

Moderator: **Donald L. McLagan**, *President*, Desktop Data, Inc.

**Michael Parlapiano**, *Manager, Market Data Services*, Salomon Inc.

**Roy Augsberger**, *Second Vice President, Information Department*, The Travelers Companies

*Speaker to be announced*

### **CONCURRENT SESSIONS**

3:45pm-5:15pm

#### **Users Track: The Marketing Information Users' Perspective**

The relationship between the information industry and the marketing information user community is going through a fundamental change. In the past, users looked to the industry for the development of tools; today they're looking for value. This session offers three cases that will examine user applications under development, explore the challenges of obtaining and customizing information and describe the evolving needs of marketing information users.

Moderator: **Charles W. Stryker, Ph.D.**, *Chairman*, Marketing Information Systems User Forum

**John W. Winters**, *District Manager, Database Marketing*, AT&T

**Filip Everaert**, *Marketing Technologies Manager*, Philips Lighting Company

**John R. McBride**, *Director, Merchant Acquisition Planning*, American Express Company

### **Optical Publishing Track: Electronic Media Transition: Choices, Sustainability and Profitability**

This session covers key management issues related to the transition from print and online to optical. The discussion will include how to leverage off previous initiatives to meet customer information needs; an examination of online, print and optical market demographics; and the relative importance of optical products as part of the publishers' product line.

Moderator: **Paul Earl**, *President*, Emerging Technology Applications

**Charles B. Cater**, *Senior Vice President, Electronic Publishing Division*, Lawyers Cooperative Publishing

**Judith Feder**, *Director of Market Relations*, ConQuest Software, Inc.

**David R. Worlock**, *President of the Council*, European Information Industry Association

### **Public Policy Track: Copyright**

The Constitution, Congress, and the Courts have all established copyright as the foundation for protecting and compensating the creative efforts of information providers—no matter their size or revenues. But it is largely left to the copyright holder to police and enforce the proper use of his products. This role-playing session will explore how information providers can assure that their intellectual property is used properly and that they receive fair compensation for it. Whether your company is large or small, and whether you distribute your information in more traditional or in newer formats, you won't want to miss this important session.

Moderator: **James E. Schatz, Esq.**, *Partner*, Opperman Heins & Paquin and *Chair IIA Proprietary Rights Committee*

5:00pm-6:00pm

#### **Reception in the Exhibit Hall**

7:00pm

#### **IIA's 25th Anniversary Gala Reception & Dinner**

### **WEDNESDAY, OCTOBER 20, 1993**

7:30am-9:00am

#### **IIA Division and Council Breakfast Meetings**

9:30am-11:30am

#### **Town Meeting on the Information Age**

As society employs new tools to educate, inform, entertain, and communicate, new kinds of relationships are being formed. This will bring changes that are far-reaching in scope and pervasive in their impact.

The Town Meeting brings together public and private sector leaders to discuss the roles and responsibilities of information users, providers, government, and citizens in the emerging information society.

Harvard Law Professor, **Arthur R. Miller**  
*Professor Miller's participation is underwritten by Mead Data Central, Inc.*

11:30am-12:30pm

**Exhibit Hall**

12:30pm-2:00pm

**Luncheon Keynote**

The Honorable Edward J. Markey (D-MA), and  
*Chair, House Subcommittee on Telecommunications &  
Finance* (invited)

2:00pm-3:15pm

**Optical Publishing Track: Transition to Optical:  
Content Issues**

This session will provide a management perspective on such topics as copyright, formats, platforms, graphics content, and standards—and their relationship to print and online.

Moderator: David Wilcox, *Vice President, Sales & Marketing*, Dataware Technologies  
Phillip V. W. Dodds, *Executive Director*, Interactive Multimedia Association  
Roger Bilboul, *President*, Disclosure, Inc. *invited*

**Global Business Development Track: The Pains and Gains of Going Global: New Partnerships Between Users and Suppliers**

The increasing globalization of businesses adds another dimension to the already complex challenges brought about by rapid advancements in the information industry. Suppliers now have to manage the rising expectations of both domestic and cross-border customers.

A panel representing both information suppliers and end users will speak about the issues faced by companies in the global information arena.

Moderator: Joan Rothman, *Vice President, Market Planning & Development*, Dun & Bradstreet Information Resources

**CONCURRENT SESSIONS**

3:45pm-5:00pm

**Optical Publishing Track: Marketing & Sales Issues**

Are you thinking about using optical media to package and distribute your information? Moving from print and online to optical products entails the adoption of different business, selling and support strategies. Come and hear what some of the industry's leaders have done to make their move to optical a profitable one.

Moderator: Bruno Leps, *Director, Sales, Research & Development*, Southam Information & Technology Group

Henry E. Heilesen, *Chairman & CEO*, Folio Corporation

Robert Hurley, *Vice President, Media and Software Services*, SONY Electronic Publishing Company

Rick Noble, *Vice President, Product Development*, UMI.

**Global Business Development Track: Local Markets, Global Reach: Making Markets Profitable**

This panel will discuss global information marketplace developments arising from regional information industry growth. The focus will be on creating conditions for reciprocal information trade relationships and the formulation of market entry and expansion strategies.

David Diaz, *Technical Assistance Advisor*, Services Development Division, United Nations Conference on Trade and Development (UNCTAD) *invited*

Lennart Scharff, *Executive Director*, European Information Industry Association

Masanori Satoh, *Senior Vice-President & Senior Executive Manager*, Center for Human Oriented System Technology, NIT Data Communications Systems Corporation *invited*

F. Martin Carbajal, *Foundation for the Promotion of Automated Information* (FUINCA-Spain)

Ethevaldo Siqueira, *Revista Nacional de Telematica*

5:00pm-6:30pm

**IIA Annual Business Meeting**

The Association's current and incoming leadership report on 1993's achievements and prospects for 1994. Election of Directors is followed by an open forum on IIA's plans and activities.

6:30pm-7:30pm

**Global Reception**

**FINANCIAL INFORMATION SERVICES DIVISION  
WORLD FINANCIAL INFORMATION CONFERENCE**

**The First Worldwide Meeting Focused Exclusively  
on the Dissemination and Use of Financial  
Information**

The World Financial Information Conference is an event initiated as part of IIA's 25th Anniversary Convention, designed to bring together exchanges, financial information vendors, news organizations, and market data users from around the world to deal with the critical issues related to the dissemination and use of financial information.

The Conference program focuses on common issues being raised by the proliferation of new technologies coupled with increased global investment activities at both the institutional and retail levels. Among the topics addressed: the worldwide issues of market transparency; 24-hour operation and access; the economics of market data distribution; improved access to international information; and the protection of intellectual property rights.

The Conference is designed to give international exchanges and data providers the opportunity to address the vendors and users in the North American investment community. At the same time, it will give U.S. and international users and information vendors the opportunity to present their expectations in working with global market data. The program has been structured to provide an interactive forum for vendors, exchanges and users to establish basic levels of mutual understanding and to allow the process of improved worldwide financial information flow to begin.

**MONDAY, OCTOBER 18**

10:00am-10:45am

**Opening Keynote Address: The Information  
Requirements of Global Market Trading**

Examination of the implication of globalization of financial markets on companies involved in the dissemination of market data.

10:45am-Noon

**Exchange Update: North America**

Update on the state of the North American market with an emphasis on recent initiatives and how exchanges are responding to the challenges of global information flow.

Noon-1:45pm

**Luncheon: The Global Financial Information  
Challenges**

Insights into the challenges facing exchanges, vendors and users of data worldwide.

2:00pm-3:30pm

**Exchange Update: Europe & The Pacific Rim**

Exchanges will provide updates on significant developments in their region, emphasizing new developments, data distribution strategies, and relationships with vendors and users.

3:45pm-5:30pm

**Exchange Update: Other Markets**

Exchanges from other important world markets will outline their plans for market data distribution and their requirements for vendor access.

**TUESDAY, OCTOBER 19**

10:30am-Noon

**The Vendors' Perspective: New Technologies,  
New Services, New Business Models**

A look at how vendors are adjusting their business models, extending the world of data collection, developing new support services, and helping users become more productive.

2:00pm-3:30pm

**The Information Requirements of U.S. and  
International Market Data Users**

Case studies highlight user issues such as information entitlement and accounting resulting from new delivery platforms, and the implications of local area and wide area networks on the dissemination of information.

3:45pm-5:15pm

**Focus on Entitlements: New Developments in  
Disseminating & Reporting Real-Time Market  
Data**

A critical examination of new developments in the administration of market data from international sources.

**WEDNESDAY, OCTOBER 20**

9:00am-10:15am

**Information That Moves Markets: The Changing  
World of News & Business Data**

Leading news and business data providers will describe new developments which have compressed timeframes, expanded coverage and given users new tools to monitor changes in the market.

10:30am-11:45pm

**Data Access: Restrictions to International  
Dissemination**

This session will focus on the rationale behind data dissemination policies in the world's major markets.

11:45am-12:30pm

**Regulation in the Emerging Global Marketplace**

Learn how government and exchange regulators are dealing with the policy issues of the emerging global marketplace.

**GLOBAL  
ALLIANCE  
OF  
INFORMATION  
INDUSTRY  
ASSOCIATIONS  
(GAIIA)  
SIXTH  
SPECIAL  
WORKING  
MEETING  
OF  
SENIOR  
REPRESENTATIVES  
GAIIA VI  
WASHINGTON, DC  
SATURDAY,  
OCTOBER, 16 1993**

Collective action at the global level strengthens local efforts to build an information industry and expand the information marketplace in economies around the world. Since 1988, GAIIA has evolved as the focal point for a proactive approach by information companies and their associations to shape the local/global information marketplace. Representatives from information industry associations around the world will continue their efforts to formulate common approaches on such issues as copyright, privacy/data protection, networks and public-private partnerships as well as plan for the organizational and financial growth of GAIIA.

Groups representing companies that identify with the information industry as well as information industry association organizing committees are invited to send a senior representative to this meeting. The meeting is also open to executives from the member companies of the counterpart associations involved in GAIIA. To participate in this meeting contact the GAIIA Secretariat, c/o IIA.

**GAIIA Gala Reception, Dinner and Address  
October 16, 1993**

**The Information Marketplace and the Global Economy**

This event is open to all those interested in the role of the information industry in society and the economy including: representatives of the information industry as well as the business, political, diplomatic, academic/research, cultural, and development communities.

GAIIA Gala participation is *not* covered by the Convention/Congress registration fee. Separate payment is required.

## **SMALL & EMERGING BUSINESS PROGRAM**

### **SUNDAY, OCTOBER 17**

1:00pm-2:30pm

#### **The Art of Change**

Top executives of successful information companies will discuss key moves they made to change their company's focus. Presenters will also comment on the emerging trends that are of strategic importance to their business.

Moderator: **Maureen Fleming**, *President, Digital Information Group and Editor, Information Industry Bulletin*

2:45pm-4:00pm

#### **Brainstorming Roundtables**

Participants in the small and emerging business program can discuss problems, brainstorm alternative solutions and share ideas that have worked. Also included in the discussion will be representatives from the venture capital and technology communities.

7:30pm

#### **Small & Emerging Business Dinner**

Network with your colleagues and supporters at this exclusive "invitation only" event hosted by IIA's Small & Emerging Business Council.

### **MONDAY, OCTOBER 18**

7:00am-8:30am

#### **Small & Emerging Business Council Breakfast**

2:00pm-2:45pm

#### **Minimizing Risk When Going Abroad**

Positioning an information company for the global market is a necessary but expensive decision for many information executives. This session will discuss different ways to set up international operations at the lowest possible financial risk.

Moderator: **Martin J. Murphy**, *President, Faulkner Information Services*

3:00pm-3:45pm

#### **Developing Technology Products on a Shoestring**

Smart cards, fax-on-demand, personalized news, CD-ROM, Windows . . . all sorts of new technologies require you to support an increasing range of platforms. You'll learn how other small businesses are shifting their technological focus in a cost effective manner to meet the changing needs of their customers.

Moderator: **Mala Bawer**, *Vice President, Sales & Marketing, Stockalert, Inc.*

4:00pm-5:15pm

#### **Out-Maneuvering Your Already Fast Competition**

Many businesses get their start because they're more nimble than the giants but soon find themselves subject to increased competition from others just as fast or innovative. In order to stay ahead more time and resources must be devoted to strategic planning and customer awareness. This rapid-fire session will explore new business and product structures as well as the increasing importance of public relations as a key marketing strategy.

**THE INTERNATIONALIZATION OF  
INFORMATION PRODUCTS, SERVICES,  
NETWORKS, MARKETS & PROFESSIONALS**

**SUNDAY, OCTOBER 17, 1993**

*Developed and Sponsored by*  
The American Society for Information Science  
(ASIS) and The International Federation for  
Information and Documentation (FID)

9:00am-Noon

***Segment One: Internet: The Development of an  
International Information Infrastructure***

The morning segment will provide an overview of the evolution of the Internet including insights into usage policies and network architecture issues, a view of network-based electronic publishing and information server developments, a look at some of the developing issues and important legislative initiatives, and insights into new systems for the management and protection of intellectual property. Organized by the American Society for Information Science (ASIS).

Clifford Lynch, *Director, Department of Library  
Automation, University of California*

Brewster Kahle, *President, WAIS, Inc.*

John Garrett, *Director of Information Resources,*

Corporation for National Research Initiatives

Timothy Sprehe, *President, Sprehe Information  
Management Associates*

1:00pm-2:30pm

***Segment Two: Corporate Transformation,  
Re-engineering and Information***

Companies are recognizing that the combination of "re-engineering" and changing patterns of information use enhance productivity, flexibility and competitiveness. How is information becoming fused with business and manufacturing processes? How will changes in the organizational structure affect the use of internal and external information? The session will focus on issues being faced by information managers, strategic planners and information providers involved in corporate transformation.

Irene Farkas-Conn, *Vice President, Arthur L. Conn  
& Associates and Chair of the Information for  
Industry Committee of FID*

Ronald Brzezinski, *Principal, Transformation  
Associates*

Donald Gilbert, *Director of Information Systems,  
American Petroleum Institute*

*Speaker to be announced*

2:30pm-4:00pm

***Segment Three: The Growth of the Modern  
Information Professional***

Changes in the global economy, technological advances and innovation impact the activities of the modern information professional as well as on the knowledge, skills and competency required to operate effectively. The modern information professionals on this panel will describe the varied approaches they are taking to increase access to information from other countries and cultures, through new sources and services, via new technologies and modes of delivery.

Barbie Keiser, *Information Resources Management  
Consultant and Chair, FID Special Interest Group  
on Roles, Careers and Development of the Modern  
Information Professional*



**GLOBAL  
INFORMATION  
BROKERS  
MEETING  
EXPANDING  
THE  
BUSINESS  
HORIZONS  
OF  
INFORMATION  
BROKERS  
SUNDAY,  
OCTOBER 17, 1993**

In a climate of rapid change, it is imperative for information brokers to develop new approaches to leadership, strategy and organizational change. To remain competitive, today's information brokers must address issues resulting from the impact of new distribution technologies and the globalization of information markets.

This program has been developed to provide a global platform for information exchange among brokers, vendors and academia. Case histories will provide examples of global linkages and illustrate the need for successful technological innovations to enter new markets.

The goal of the meeting is to create a framework for global cooperation among information brokers as they position themselves to capitalize on an increasingly global information marketplace. Key issues to be addressed: Global Alliances: The New Competition; Going Against the Herd: Strategic Differentiation; Academia and Information Industry Cooperation: Changing Patterns in Information Use; Improving Strategic and Technological Leverage; Building Vendor/Information Broker Relationships

**SPEAKERS INCLUDE**

Helen P. Burwell, *President*, Burwell Enterprises, Inc.

Georgia L. Finnigan, *President*, The Information Store, Inc.

Andrew P. Garvin, *President*, FIND/SVP

Johan van Halm, *Chair*, Global Information Brokers Meeting, *Council Member*, European Information Industry Association and Founding Member, The Association of Independent Information Professionals (AIIP)

Keith Harding, *Director*, InfoPro Technologies, Inc.

Marydee Ojala, *Information Consultant*

Ron Reitdijk, *President*, SilverPlatter, Inc.

Dan Tonkery, *President & CEO*, Readmore

**PUBLIC**

**POLICY**

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**INFORMATION**

**POLICY**

**PRINCIPLES:**

**DEVELOPING**

**GUIDELINES**

**FOR DEMOCRATIC**

**SOCIETIES**

**THURSDAY,**

**OCTOBER 21, 1993**

**9:00AM-6:00PM**

The capstone of IIA's 25th Anniversary Convention and Global Congress will be the first Public Policy Global Forum. As information becomes increasingly important in the international economy—especially as a means of maintaining competitiveness—it is essential that information providers, policymakers and users understand the impact of their nations' laws and practices on the continued availability and diversity of information resources.

Top level public and private sector representatives will debate fifteen policy principles endorsed by the Global Alliance of Information Industry Associations. Learn the views of these leaders as they discuss issues centered on copyright protection, privacy, government competition, and the development of national and international transmission networks.

This unique forum will help influence leaders from around the world as they consider strategies and policies necessary to manage the growing demand for information. More importantly, this first Public Policy Global Forum will provide you with an opportunity to discover how policy developments in various countries may affect your business and growth both at home and abroad.

**IP/TELCO**

**BUSINESS**

**DEVELOPMENT**

**FORUM**

**SPONSORED**

**BY**

**IIA'S**

**VOICE**

**INFORMATION**

**SERVICES**

**DIVISION**

**THURSDAY,**

**OCTOBER 21, 1993**

**9:00AM-5:00PM**

The nature of relationships between information providers and telecommunications companies is changing dramatically. New telecommunications service providers are entering the playing field. Cable TV companies as well as system integrators, device manufacturers and companies involved in wireless communications are increasingly interested in the evolving information services marketplace both here and abroad. As a result, a number of alliances and strategic ventures have already been formed with more likely to emerge in the near future.

The IP/Telco Forum has successfully provided enhanced opportunities for interaction and the development of business relationships among the diversity of players throughout this business. Three past programs have looked at why and how these early alliances were formed, identified key players and the products currently involved. But we've only scratched the surface.

This special IP/Telco program will provide projections of how this new industry dynamic will evolve and offer insights into what companies should be looking for in terms of alliances and new product and service enhancements. The session will highlight new technologies currently under development that may change the landscape, permit more players to enter the field or diminish the role of traditional players. The Forum will emphasize the elements of the packages—enabled by technology—which are joining the various segments of the IP and telecommunications industries together and will examine which are most likely to survive the rigors of the marketplace.

**GENERAL  
INFORMATION**

Blocks of guest rooms have been reserved at the following hotels in Washington, D.C. Choose your hotel, and promptly notify the hotel at the number listed below. When making reservations, please advise the hotel that you will be attending the Information Industry Association 25th Anniversary Convention & Global Congress to take advantage of the special rates.

<b>HOTEL</b>	<b>RATES</b>	<b>SINGLE OCCUPANCY</b>	<b>DOUBLE OCCUPANCY</b>
<b>ACCOMMODATIONS</b>			
Washington D.C. Renaissance (800)228-9898 or (202)898-9000 Fax (202)789-4213		\$150 per night	\$170 per night
Henley Park Hotel (800)222-8474 or (202)638-5200 Fax (202) 638-6740		\$165 per night	\$175 per night
Morrison-Clark (800)332-7898 or (202)898-1200 (202)289-8576		\$150 per night	\$160 per night

Room rates will be guaranteed until September 23, 1993. Reservations after this date will be accepted based on availability.

**TRAVEL  
ARRANGEMENTS**

Business Travel Associates (BTA) has been designated as the official travel agency for IIA. Call Duane Gore with BTA at 1-800-654-6800 to make all your travel arrangements. United Airlines is the official Airline to the 25th Anniversary Convention & Global Congress. Plane reservations may be made through BTA, your own travel agent or directly through United Airlines at 1-800-521-4041. Please mention STAR FILE #537LC to receive 5% off the lowest published fares.

**CAR  
RENTAL**

Alamo Rent A Car has been appointed the official car rental company for IIA's 1993 Anniversary Convention & Global Congress. Special discounted rates have been extended to any members attending this event. These rates are available for rentals one week before and after the meeting dates and include UNLIMITED FREE MILEAGE. To receive the special rates you must call Alamo directly at 1-800-732-3232 and request GROUP 1.D. #79761 and RATE CODE GR.

**ATTENDEE  
SUBSTITUTIONS**

A substitute attendee may replace a registered attendee at any time. Please notify IIA in writing by October 8 of any changes.

**CANCELLATIONS**

Written requests received prior to October 8 will be refunded less a \$75 processing fee.

## CONFERENCE

### FEES

Fees For The 25th Anniversary Convention & Global Congress

IIA Member Companies \$795  
(discounts for multiple company registrations are available upon request)

NON-MEMBER Companies \$995

IIA Small Business Members \$395  
(available to any member company with annual revenues under \$5m)

Non-Member Small Business Companies \$495  
(available to any company with annual revenues under \$5m)

Librarian/Government/Academic \$395  
(rates apply to IIA members and non members)

For those not attending the full conference, the following one-day meeting rates apply:

Global Information Brokers Meeting \$245

The Internationalization of the Information Industry (ASIS/FID) \$195

GAIIA Gala Reception, Dinner & Address \$ 75

### TO

FAX your registration: (202) 638-4403

### REGISTER:

PHONE: IIA Headquarters (202) 639-8262 or

CLIP & MAIL the registration form to:

Information Industry Association

555 New Jersey Avenue, NW, Suite 800

Washington, DC 20001 USA

## REGISTRATION

### FORM

(Duplicate this form for additional registrations)

Please Register Me For:

☐ 1993 Annual Convention & Global Congress (includes all events)

☐ Global Information Brokers Meeting

☐ The Internationalization of the Information (ASIS/FID)

☐ GAIIA Gala Reception, Dinner & Address

Name \_\_\_\_\_ Nickname \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

☐ Check Enclosed (checks should be made payable to the Information Industry Association)

Charge my: ☐ Visa ☐ Master Card ☐ American Express

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Sorry IIA cannot bill you. All fees must be paid in advance and must accompany the registration form.

Wire transfers to IIA can be made to:

Federal Capital Bank, N.A. 2475 M Street, NW, Washington, DC 20037

Phone (202) 223-9080 Fax (202) 785-5208

Account No. 2100076501. ABA#054001628.

Cancellations are subject to a \$75 processing fee. No refunds will be granted after October 8, 1993.

A  
B

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Founded in 1968, the Information Industry Association (IIA) represents more than 550 companies involved in the creation, distribution, and use of information in print and digital formats. IIA's members look to the Association to represent their interests in government policy and regulatory matters; to promote the industry and provide early awareness about new developments and emerging technologies; and to provide a business development forum for interaction among top executives in the industry.

IIA's members range from entrepreneurial enterprises to Fortune 500 firms—from database publishers and information vendors to hardware manufacturers and software developers to telecommunications service providers and financial institutions. IIA's members are the leaders who have helped shape the industry as it exists today and are at the forefront of developing the new business environment of tomorrow.

IIA is governed by its Board of Directors elected by the membership. Members participate through the Public Policy & Government Relations and Small & Emerging Business Councils, and six divisions and committees which address the market and media interests of member companies: Financial Information Services, Electronic Information Services, Optical Publishing, Voice Information Services, Directory Publishing, and Global Business Development.

For twenty-five years the Information Industry Association has been the forum where the industry leaders, information professionals, entrepreneurs, and investors who are defining this industry meet to shape what is coming amid the explosion of what is occurring. For more information on IIA and its activities, please call 202/639-8262.

### 25TH ANNIVERSARY EXPOSITION

The 25th Anniversary Exposition is expected to attract over 3,000 attendees made up of high-volume information users from the DC metropolitan area as well as senior industry executives from information companies around the world. This year's exposition is being organized, promoted and managed by Learned Information, Inc. and will feature the latest in electronic services as well as the state-of-the-art in information storage, retrieval, processing and communications technologies. For more information about exposition opportunities, please call Mike Zarrello at Learned Information 609/654-6266.

